



# Buy Detail Report

Revision #: Date: 9/20/2012

Send Billing To: Love Communications

Vendor: KSL-TV  
55 North 3rd West  
Salt Lake City, UT 84010-1160  
Contact: Shannon Roberts  
E-Mail: shannon.roberts@ksl.com  
Phone: 801-575-5845  
Fax: 801-575-5830

Client: Ben McAdams for Salt Lake County Mayor  
Media: TV  
Product: Mayor  
Market: Salt Lake City-Ogden  
Primary Demo: Adults 25-64  
Separation between spots: 30  
Estimate: 318  
Description: Ben McAdams TV  
Flight Start Date: 9/17/2012 05:00 AM  
Flight End Date: 11/4/2012 04:59 AM  
Survey: Nov11 DMA Nielsen Live+7  
Buyer: Peggy Conway

Line No	Daypart Program	Daypart Code	STN Gross	Dur	Wks 9/24 10/1 10/15 10/22	Total Spots	Adults 25-64 Rtg/CPP
<b>KSL-TV</b>							
14	MTuWThF 6:00a-7:00a KSL 5 NW TDY 2	EM		30	1 1 2 2	6	2.0 \$80.00
15	MTuWThF 6:00a-7:00a KSL 5 NW TDY 2	EM: 15		15	1 1 1 1	4	2.0
16	MTuWThF 7:00a-8:00a TODAY SHW	EM		30	2 2 2 2	8	\$40.00 2.5 \$132.00
17	MTuWThF 8:00a-9:00a TODAY SHW	EM		30	1 1 0 0	2	1.5 \$153.33
18	MTuWThF 8:00a-9:00a TODAY SHW	EM: 15		15	1 1 0 0	2	1.5 \$76.67
19	MTuWThF 9:00a-10:00a TODAY SHW2-NBC	DT:1 5		15	2 2 0 0	4	1.0 \$70.00
22	MTuWThF 12:00p-1:00p KSL 5 NWS-NOON<	DT		30	1 1 0 0	2	1.0 \$125.00
23	MTuWThF 12:00p-1:00p KSL 5 NWS-NOON<	DT:1 5		15	1 1 0 0	2	1.0 \$63.00
24	MTuWThF 5:00p-5:30p KSL 5 NWS AT 5<	EN		30	1 1 2 2	6	2.0 \$150.00
25	MTuWThF 5:00p-5:30p KSL 5 NWS AT 5<	EN:1 5		15	1 1 1 1	4	2.0 \$75.00
26	MTuWThF 6:00p-6:30p KSL 5 NWS AT 6<	EN		30	2 2 2 2	8	2.0 \$162.50
27	MTuWThF 6:30p-7:00p KSL 5 NWS-6:30<	EN		30	1 1 1 1	4	2.0 \$150.00



# Buy Detail Report

Revision #: Date: 9/20/2012

Send Billing To: Love Communications

Vendor: KSL-TV

Estimate: 318

Client: Ben McAdams for Salt Lake County Mayor

546 S. 200 W

55 North 3rd West

Description: Ben McAdams TV  
Flight Start Date: 9/17/2012 05:00 AM  
Flight End Date: 11/4/2012 04:59 AM

Media: TV  
Product: Mayor

Salt Lake City, UT 84101

Salt Lake City, UT 84010-1160

Survey: Nov'11 DMA Nielsen Live+7

Market: Salt Lake City-Ogden

Phone: 801-519-8880

Contact: Shannon Roberts

Buyer: Peggy Conway

Primary Demo: Adults 25-64

Fax: 801-519-8884

E-Mail: shannon.roberts@ksl.com

Separation between spots: 30

Phone: 801-575-5845

Fax: 801-575-5830

Line No	Daypart Program	Daypart Code	STN Gross	Dur	Wks 9/24	10/1	10/15	10/22	Total Spots	Adults 25-64 Rtg/CPP
<b>KSL-TV</b>										
28	MTuWThF 6:30p-7:00p	EN:1 5		15	1	1	0	0	2	2.0
	KSL 5 NWS-6:30<									\$75.00
29	M 7:00p-9:00p	PT		30	0	1	0	0	1	6.0
	THE VOICE									\$316.67
30	MTuWThF 10:00p-10:35p	LN		30	2	2	2	2	8	5.0
	KSL 5 NWS-10<									\$250.00
31	Tu 9:00p-10:00p	PT		30	0	1	0	0	1	6.0
	PARENTHOOD-NBC									\$316.67
32	Su 7:00p-9:30p	PT		30	0	1	0	0	1	7.0
	sun night football									\$278.57
33	Su 10:00p-10:35p	LN:1 5		15	1	1	1	1	4	5.0
	KSL 5 NWS 10P SUN									\$125.00
34	Su 10:35p-11:05p	LF		30	1	1	1	1	4	3.0
	SPORTSBEAT SUN									\$116.67
67	MTuWThF 10:00p-10:35p	LN:1 5		15	2	2	1	1	6	5.0
	KSL 5 NWS-10<									\$125.00
<b>Total Spots:</b>									79	
<b>Total GRP/GIMP(Mil):</b>									223.0	
<b>Total CPP/CPM:</b>									\$157.70	
<b>Total Cost:</b>			\$35,166.00							

Signature: 



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<b>Client:</b> Ben McAdams for Salt Lake County Mayor	<b>Estimate:</b> 318	<b>Vendor:</b> KSL-TV	<b>Send Billing To:</b> Love Communications
<b>Media:</b> TV	<b>Description:</b> Ben McAdams TV	55 North 3rd West	546 S. 200 W
<b>Product:</b> Mayor	<b>Flight Start Date:</b> 9/17/2012 05:00 AM		
<b>Market:</b> Salt Lake City-Ogden	<b>Flight End Date:</b> 11/4/2012 04:59 AM	Salt Lake City, UT 84010-1160	Salt Lake City, UT 84101
<b>Primary Demo:</b> Adults 25-64	<b>Survey:</b> Nov11 DMA Nielsen Live+7	<b>Contact:</b> Shannon Roberts	<b>Phone:</b> 801-519-8880
<b>Separation between spots:</b> 30	<b>Buyer:</b> Peggy Conway	<b>E-Mail:</b> shannon.roberts@ksl.com	<b>Fax:</b> 801-519-8884
		<b>Phone:</b> 801-575-5845	
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Line No	Daypart Program	Daypart Code	STN Gross	Dur	Wks	Total Spots	Adults 25-64 Rtg/CPP
				9/24	10/1	10/15	10/22

Disclaimer: